

Abstract

Provided is a toothpaste composition providing a pleasant cooling sensation and has excellent storage stability.

The toothpaste composition contains from 30 to 60 wt% of erythritol having an average particle size of 200 μm or less as Component (A), from 15 to 30 wt% of water as Component (B), and from 0.6 to 3 wt% of a binder as (C1).